Inymart
The Branding Fox

DIGITAL MARKETING

COURSE

WHAT IS DIGITAL MARKETING?

- The term "Digital Marketing" encompasses all marketing activities conducted on the Internet or through electronic devices.
- Promoting products and services through digital channels is one of the most popular ways to reach and engage potential customers.

Key components and strategies of digital marketing

1 SEARCH ENGINE OPTIMIZATION (SEO)

The goalofSEO is to improve a website's visibility in search engine results pages (SERPs). The aim is to increase organic (non-paid) traffic via search engines.

2 ONLINE ADVERTISING

Online advertising includes display ads, search engine marketing (PPC or pay-per-click), social media marketing, and video marketing.

3 SOCIAL MEDIA MARKETING

Social media sites such as Facebook, Twitter, Instagram, LinkedIn, and others are used to engage with users, share content, and build a brand presence.

4

EMAIL MARKETING

Email marketing involves sending targeted emails to subscribers.

5

AFFILIATE MARKETING

Affiliate marketing involves businesses collaborating with affiliates (partners) who promote their products and services.

6

INFLUENCER MARKETING

Brands partner with influential individuals or celebrities (influencers) to promote their products or services to a larger audience

7

ANALYTICS AND DATA ANALYSIS

Digital marketers use data analytics tools to track and analyze website traffic, user behavior, conversion rates, and other key metrics. This data helps in making informed decisions and optimizing marketing strategies.

ABOUT INYMART

- Inymart Institute of Digital Learning' s is a digital marketing institute dedicated to providing high-quality education and training in digital marketing. Our institute was founded by a team of experienced digital marketing professionals who are passionate about sharing their knowledge and expertise with others.

- We offer a range of courses and programs in digital marketing, designed to help individuals and businesses develop the skills and knowledge they need to succeed in the digital world. Our instructors are experts in their fields and are here to provide you with Get the guidance and support you need to accomplish your goals.

WHAT WE ARE DOING?

Inymart Academy typically offer a range of courses, training programs, or workshops focused on teaching students the skills and knowledge they need to succeed in the field of digital marketing.

Inymart Academymight offer in-person or online courses and may cater to individuals or businesses looking to improve their digital marketing skills. Some academies might also offer certification programs, which can help students demonstrate their expertise to potential employers or clients.

OUR TOPICS

- SEARCH ENGINE OPTIMIZATION (SEO)
- SOCIAL MEDIA MARKETING (SMM)
- EMAIL MARKETING
- CONTENT MARKETING
- AFFILIATE MARKETING
- PERFORMANCE MARKETING
- PPC ADVERTISING
- ANALYTICS AND DATA INTERPRETATION

In addition to courses and training programs, Inymart Academy might also offer resources such as industry news, job boards, networking events, or guest lectures to help students stay up-to-date on the latest trends and connect with professionals in the field.

Why Choose Our Digital Marketing Course?

- 100% PLACEMENT ASSISTANCE
- EXPERT INSTRUCTORS
- PRACTICAL SKILLS
- CERTIFICATIONS
- FLEXIBILITY
- CASE STUDIES AND PROJECTS
- UPDATED CONTENT
- NETWORKING OPPORTUNITIES

INDUSTRY-RELEVANT TOOLS

Experience the exact same tools and software used by the most successful digital marketers. With keyword research, analytics and social media scheduling tools, you'll be familiar with the tools driving digital marketing success.

PERSONALIZED GUIDANCE

We understand that every student' s learning journey is unique. Our instructors provide personalized guidance and support, ensuring you get the help you need to excel. Whether you' re a beginner or looking to enhance your skills, we're here to help you succeed.

PROVEN TRACK RECORD

We' re proud of the success stories of our past students. Many of our graduates have gone on to secure rewarding positions in renowned companies and agencies. Join our community of successful digital marketers and be a part of our legacy.

CONTACT US

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